Amendment dated August 18, 2005   Application No. 09/322,073
Response to Office Action dated 05/18/05

REMARKS

Claims 1, 2, 4-10, and 12-17 are pending. Claims 1, 2, 4-10, and 12-17 stand rejected by this Office Action. The Applicants thank the Examiner for withdrawing the rejection of claim 17 under 35 U.S.C. § 101.

The Applicants filed a Resubmission of Power of Attorney on February 4, 2005. Confirmation is requested.

Other Amendments

The Applicants have amended claims 1, 9, 17 to replace "a plurality of components" with "the plurality of components" because a proper antecedent basis is established.

Claim Rejections – 35 U.S.C. §101

Claims 1, 2, and 4-8 are rejected by the Office Action under 35 U.S C. 101 as allegedly being directed to non-statutory subject matter.

Regarding claim 1, the Applicant has amended the claim to be directed to "In a computer system, a method for effectively selling at least one of products and services, wherein all steps are performed by the computer system" that includes "determining, **by a processor**, an existing network framework that includes a plurality of components,,' "defining, **by the processor**, a plan for selling the at least one of products and services to a target market, the plan including improvements to the existing network framework," "determining, **by the processor**, a listing of targeted components that relate to the improvements to the existing network framework, wherein each targeted component offers one of the least one of the products and services for sale to the target market," "determining, **by the processor**, a listing of at least one of products or services that relate to the targeted components, wherein the at least one of products and services are necessary to implement the improvements." "identifying, **by the processor**, a plurality of identified business alliances among a plurality of business entities associated with the targeted components," "associating, **by the processor**, selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances, "displaying,

-7-

through a display adapter by the processor, a pictorial representation of t ie existing network framework and the plurality of components, including the targeted compo ients," and "modifying, through the display adapter by the processor, the pictorial repres ntation by indicia coding the targeted components in order to sell the at least one of the pi)ducts and services that relate to the targeted components and the plurality of identified busines s alliances, wherein the indicia coding identifies the selected identified business alliances." (Emphasis added.) The amendment is supported by the specification as originally filed, e.g., Fi| ure 51 and the second full paragraph of page 39.

As amended claim 1 is limited to a practical application (the displayc d pictorial representation) in the technological arts (where all steps are performed by th computer system). Claims 2 and 4-8 ultimately depend from claim 1 and are directed to slatui ory subject matter for at least the above reasons. The Applicants request reconsideration of claims 1, 2, and 4-8.

Claim Rejections – 35 U.S.C. §103

Claims 1-2, 4, 8-10, 12, and 16-17 are rejected by the Office Action undei 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,249,769 (Ruffin) in v:ew of PR Newswire.

Regarding claim 1, the Applicants have amended the claim to include the features of "identifying, by the processor, a plurality of identified business alliances among a plurality of business entities associated with the targeted components," "associating, by the processor, selected identified business alliances with each said targeted component, vherein the selected identified business alliances are selected from the plurality of identifit d business alliances," and "modifying, through the display adapter by the processor, th pictorial representation by indicia coding the targeted components in order to sell the at leasi one of the products and services that relate to the targeted components and the plurality of identified business alliances, wherein the indicia coding identifies the selected identifie l business alliances." (Emphasis added.) The amendment is supported by the specification a originally filed. For example, in reference to Figures 1 and 18, the present application disclose (Page 23, second full paragraph):

-8-

In operation 28 of FIG. 1A, one embodiment of the present invention ident fies alliances among various business entities in certain components of a system To accomplish this, the components of the system are indicia coded to indicat: in which components of the system alliances exist between various business enti ies, i.e. companies, etc. This enables one to effectively discern how to use produc s in the components of the system where such alliances exist. The procedure for performing operation 28 begins by identifying at least one alliance amor g a plurality of business entities in terms of components of a current netv ork framework. Note operation 57 of FIG. 18. A pictorial representation of the cur ent network framework and the components is displayed in operation 58. Opera ion 59 conveys the alliance or alliances by indicia coding the components of the current network framework in which the alliance or alliances exist. More deta l is provided below.

The Office Action admits that Ruffin (Page 6):

does not disclose at least one identified business alliance among a plurality of business entities associated with the targeted components.

The Office Action alleges (Page 6):

PR Newswire teaches Algorithmics' press release announcing an alliance with other business comprising AMS, Deloitte & Touche Consulting Group, Ern t & Young, and IBM. PR Newswire teaches the alliance as providing additiona IT project resources necessary to meet the needs of a complex IT risk managen ent system project (U: see at least pages 1 and 2).

PR Newswire merely discloses the establishment of a single alliance (AugoIntegrate r Program) and does not even suggest a plurality of business alliances. Moreover, PR Newswire fails to even suggest the feature of "associating, by the processor, selected identified business all ances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances."

The Applicants have similarly amended claim 9 to include the features of "a code segment that identifies a plurality of identified business alliances among a plurality of business entities associated with the targeted components," "a code segment that associat s selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances" a nd "a code segment that modifies the pictorial representation by indicia coding the targeted con ponents in order to sell the at least one of the products and services that relate to the targeted components and the plurality of identified business alliances, wherein the indicia coding ide ntifies the selected identified business alliances." The Applicants have also amended claim 17 to include

-9-

the features of "logic that identifies a plurality of identified business alliances among a plurality of business entities associated with the targeted components," "logic tha associates selected identified business alliances with each said targeted component, wherein the selected identified business alliances are selected from the plurality of identified business alliances," and "logic for modifying the pictorial representation by indicia coding the targeted components in order to sell the at least one of the products and services that relate to the targeted components and the plurality of identified business alliances, wherein the indicia coding identifies the selected identified business alliances." Moreover, claims 2, 4, and 8 ultimately depend from claim 1, and claims 10, 12, and 16 ultimately depend from claim 9. The Applicants request reconsideration of claims 1-2, 4, 8-10, 12, and 16-17.

Claims 5-6 and 13-14 are rejected by the Office Action under 35 USC 103(a) as being unpatentable over Ruffin and PR Newswire further in view of Official Notice "ON1" (regarding IT business services).

Claims 5-6 and 13-14 depend from independent claims 1 and 9. However, 'ON1" does not make up for the deficiencies of Ruffin and PR Newswire. Thus, claims 5-6 and 13-14 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 5-6 and 13-14.

Claims 7 and 15 are rejected by the Office Action under 35 USC 103(a) as allegedly being unpatentable over Ruffin and PR Newswire further in view of Official Notice "ON2" (regarding techniques to provide visual clarity to illustrations).

Claims 7 and 15 depend from independent claims 1 and 9. However, "ON2" does not make up for the deficiencies of Ruffin and PR Newswire. Thus, claims 7 and 15 are patentable for at least the above reasons regarding claims 1 and 9. The Applicant requests reconsideration of claims 7 and 15.

-10-

Amendment dated August 18, 2005   Application N . 09/322,073
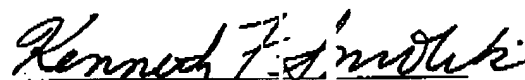Response to Office Action dated 05/18/05

CONCLUSIONS

All objections and rejections have been addressed. Hence, it is respectfully submitted that the present application is in condition for allowance, and a notice to that effect is earnestly solicited.

Respectfully submitted,

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-11-